

A. Basic information

A1. Gender : ☐ (01) male ☐ (02) female

A2. When were you born? R.O.C. year _____

A3. Where were you born?

- | | | |
|---|--|---|
| <input type="checkbox"/> (01) Keelung City | <input type="checkbox"/> (02) Taipei City | <input type="checkbox"/> (03) New Taipei City |
| <input type="checkbox"/> (04) Taoyuan County | <input type="checkbox"/> (05) Hsinchu County | <input type="checkbox"/> (06) Hsinchu City |
| <input type="checkbox"/> (07) Miaoli County | <input type="checkbox"/> (08) Nantou County | <input type="checkbox"/> (09) Taichung City |
| <input type="checkbox"/> (10) Changhua County | <input type="checkbox"/> (11) Yunlin County | <input type="checkbox"/> (12) Chiayi County |
| <input type="checkbox"/> (13) Chiayi City | <input type="checkbox"/> (14) Tainan City | <input type="checkbox"/> (15) Kaohsiung City |
| <input type="checkbox"/> (16) Pingtung County | <input type="checkbox"/> (17) Yilan County | <input type="checkbox"/> (18) Hualien County |
| <input type="checkbox"/> (19) Taitung County | <input type="checkbox"/> (20) Penghu County | <input type="checkbox"/> (21) Kinmen County |
| <input type="checkbox"/> (22) Lienchiang County | <input type="checkbox"/> (88) Other (please specify) _____ | |
| <input type="checkbox"/> (99) Don't know | | |

A4. Is your current residential address your permanent address?

- ☐ (01) Yes **Please skip to question A6.** ☐ (02) No

A5. What is your permanent address ?

- | | |
|---|--|
| (01) Keelung City, _____ District, _____ Village | (02) Taipei City, _____ District, _____ Village |
| (03) New Taipei City, _____ District, _____ Village | (04) Taoyuan City, _____ District, _____ Village |
| (05) Hsinchu County, _____ City (Township), _____ Village | (06) Hsinchu City, _____ City (Township), _____ Village |
| (07) Miaoli County, _____ City (Township), _____ Village | (08) Nantou County, _____ City (Township), _____ Village |
| (09) Taichung City, _____ District, _____ Village | (10) Changhua County, _____ City (Township), _____ Village |
| (11) Yunlin County, _____ City (Township), _____ Village | (12) Chiayi County, _____ City (Township), _____ Village |
| (13) Chiayi City, _____ District, _____ Village | (14) Tainan City, _____ District, _____ Village |
| (15) Kaohsiung City, _____ District, _____ Village | (16) Pingtung County, _____ City (Township), _____ Village |
| (17) Yilan County, _____ City (Township), _____ Village | (18) Hualien County, _____ City (Township), _____ Village |
| (19) Taitung County, _____ City (Township), _____ Village | (20) Penghu County, _____ City (Township), _____ Village |
| (21) Kinmen County, _____ City (Township), _____ Village | (22) Lienchiang County, _____ City (Township), _____ Village |
| (88) Other (please specify) _____ | (99) Don't know |

A6.What is your father's ethnic background? (Please select one)(Based on his ethnic background)

(Select one of the following)

- ☐ (01) Fukienese/Hoklo of Taiwan
- ☐ (02) Hakka of Taiwan
- ☐ (03) Mainlander
- ☐ (04) Spouse from Mainland China
- ☐ (05) Aborigine
- ☐ (06) New Resident/Immigrant
- ☐ (99) Don't know
- ☐ (88) Other (Please specify)_____

A7.What is your mother's ethnic background? (Please select one)(Based on her ethnic background)

- ☐ (01) Fukienese/Hoklo of Taiwan
- ☐ (02) Hakka of Taiwan
- ☐ (03) Mainlander
- ☐ (04) Spouse from Mainland China
- ☐ (05) Aborigine
- ☐ (06) New Resident/Immigrant
- ☐ (99) Don't know
- ☐ (88) Other (Please specify)_____

A8.What is your current marital status?

- ☐ (01) Single and never married
- ☐ (02) Married
- ☐ (03) Cohabiting
- ☐ (04) Divorced or separated
- ☐ (05) Widowed
- ☐ (88) Other (Please specify)_____

A9.What is your education level? (Including have attended or still attending)

- ☐ (01) none
- ☐ (02) self-study
- ☐ (03) elementary school
- ☐ (04) junior high school
- ☐ (05) vocational junior high school
- ☐ (06) senior high school(general class)
- ☐ (07) senior high school(vocational class)
- ☐ (08) vocational senior high school
- ☐ (09) cadet school
- ☐ (10) five-year junior college
- ☐ (11) two-year junior college

- ☐ (12) three-year junior college
- ☐ (13) Military/police junior college (one year)
- ☐ (14) Military/police junior college (two years)
- ☐ (15) open junior college
- ☐ (16) open university
- ☐ (17) Military/police college
- ☐ (18) Institute of technology
- ☐ (19) university
- ☐ (20) master's degree
- ☐ (21) doctorate degree
- ☐ (88) other (Please specify) _____

B. Media Behavior (Interpersonal and communication)

B1. Do you typically use a computer, tablet, or mobile phone to surf the Internet (usage includes: Line, bus information and transit system app, and video streaming)?

☐ (01) Yes ☐ (02) No

B2a. Do you have a cell phone?

☐ (01) Yes ☐ (02) No

B3a. How many people do you regularly discuss important personal issues or concerns with?

_____ persons

B3b. How many people do you **usually** come into contact with each day (including nodding, greeting, talking, phoning, writing letters, using Facebook, using Line, and through the Internet, including people you don't know)? _____ persons **If your answer for B3b is 0, please skip to B4.**

B3c. Out of the people you come into contact with each day, how many of them are met face to face (including nodding, greeting, talking, including people you don't know)? _____ persons **If your**

answer for B3c is 0, please skip to B3e.

B3d. Of those who come "face-to-face" with you, roughly how many are you actually acquainted with?

- ☐ (01) Almost all of them
- ☐ (02) Most of them
- ☐ (03) About half of them
- ☐ (04) Some of them
- ☐ (05) Almost none of them

B3e. Among the people you come into contact with each day, how many of them are contacted through the Internet (including using Facebook, using Line, via online games or online comment sections, including people you don't know) _____ persons

If your answer for B1 is 2, please skip this question. If your answer for B3e is 0, please skip to B4.

B3f. Of those whom you encounter "online", roughly how many are you actually acquainted with?

- ☐ (01) Almost all of them
- ☐ (02) Most of them
- ☐ (03) About half of them
- ☐ (04) Some of them
- ☐ (05) Almost none of them

B4. Depending on your work or school, the following questions will focus on how much time you spend interacting with others via one of the following ways (including face-to-face encounters, phone calls, messaging apps, and emails).

(1)	Now, please think about how you interact with others face-to-face every day.	
	Work or school related	How much time do you spend interacting with others face-to-face because of work or school every day? ____hour(s)____minute(s)
	Not related to work or school	Aside from work or school, how much time do you spend interacting with others face-to-face every day? ____hour(s)____minute(s)
	Total	____hour(s)____minute(s)

(2)	Now, please think about how you interact with others via messaging apps every day.	
	Work or school related	How much time do you spend interacting (including using stickers, texts, voice messages and video calls) with others via messaging apps (such as Line, Skype, Facebook Messenger, and FaceTime) because of work or school every day? ____hour(s)____minute(s) If your answer for B1 is 2, please skip this question
	Not related to work or school	Aside from work or school, how much time do you spend interacting (including using stickers, texts, voice messages and video calls) with others via messaging apps (such as Line, Skype, Facebook Messenger, and FaceTime) every day? ____hour(s)____minute(s) If your answer for B1 is 2, please skip this question
	Total	____hour(s)____minute(s)

(3)	Now, please think about how you interact with others via phone calls (either landline or mobile, including text messages and voice mails but not messaging apps like Line and FaceTime) every day.	
	Work or school related	How much time do you spend interacting with others via phone calls (either landline or mobile, including text messages and voice mails but not messaging apps like Line and FaceTime) because of work or school every day? ____hour(s)____minute(s)
	Not related to work or school	Aside from work or school, how much time do you spend interacting with others via phone calls (either landline or mobile, including text messages and voice mails but not messaging apps like Line and FaceTime) every day? ____hour(s)____minute(s)
	Total	____hour(s)____minute(s)

C. Media Behavior (Newspaper)

C1a. How many days a week do you read the newspaper (printed newspaper only)?

☐ (00) 0 day **Skip to C3a.** ☐ (01) ____ day(s)

C1b. On the days that you do read (printed) newspaper, how much time do you spend on reading it a day?
____ hour(s) ____ minute(s)

C1c. What newspapers do you most often read? (You may choose more than one answer) (please show tablet)

- | | | |
|---|---|---|
| <input type="checkbox"/> (01) Liberty Times | <input type="checkbox"/> (02) Apple Daily | <input type="checkbox"/> (03) United Daily News |
| <input type="checkbox"/> (04) China Times | <input type="checkbox"/> (05) Economic Daily News | <input type="checkbox"/> (06) Commercial Times |
| <input type="checkbox"/> (07) United Evening News | <input type="checkbox"/> (08) Sharp Daily | |
| <input type="checkbox"/> (13) Keng Sheng Daily News (Hualien County) (Taitung County) | | |
| <input type="checkbox"/> (09) Upaper | <input type="checkbox"/> (12) Merit Times | |
| <input type="checkbox"/> (36) EpochTimes | <input type="checkbox"/> (10) China Daily News (Tainan City) | |
| <input type="checkbox"/> (14) Mandarin Daily News | <input type="checkbox"/> (17) Want Daily | |
| <input type="checkbox"/> (11) Taiwan Times (Kaohsiung City) | <input type="checkbox"/> (15) Youth Daily News | |
| <input type="checkbox"/> (19) Taipei Times | <input type="checkbox"/> (41) Taiwan Times | <input type="checkbox"/> (42) Digitimes |
| <input type="checkbox"/> (43) Taiwan News | <input type="checkbox"/> (28) Eastern Daily News (Hualien County) | |
| <input type="checkbox"/> (35) TSSD News | <input type="checkbox"/> (16) China Post | |
| <input type="checkbox"/> (20) Matsu Daily News | <input type="checkbox"/> (21) Kinmen Daily News | |
| <input type="checkbox"/> (22) The Commons Daily (Kaohsiung City) | | |
| <input type="checkbox"/> (26) Taichung Times (Taichung City) | | |
| <input type="checkbox"/> (30) GBO (Chiayi County) (Chiayi City) | <input type="checkbox"/> (31) Taiwan Church News | |
| <input type="checkbox"/> (32) Christian Tribune | <input type="checkbox"/> (33) Catholic Weekly | |
| <input type="checkbox"/> (34) CF News | <input type="checkbox"/> (37) Madarin Weekly Magazine | |
| <input type="checkbox"/> (38) Lihpao Daily | | |
| <input type="checkbox"/> (40) Metro Times | | |
| <input type="checkbox"/> (88) Other (please specify) _____ | | |

C2. What topics do you most often read in a newspaper (printed newspaper only)? (You may choose more than one answer) (please show tablet)

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (03) Weather forecasts	<input type="checkbox"/> (04) Commentaries or letters to the editor	<input type="checkbox"/> (05) Transportation and traffic
	<input type="checkbox"/> (36) Political news	<input type="checkbox"/> (40) Mainland news	<input type="checkbox"/> (41) Front page		
Consumer, finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock market and finance	<input type="checkbox"/> (09) Food	
Leisure and Entertainment	<input type="checkbox"/> (10) Entertainment	<input type="checkbox"/> (14) quiz show (e.g., Sudoku, puzzle competition or film)			
Family, Sports, or Medicine	<input type="checkbox"/> (16) Family life	<input type="checkbox"/> (18) Sports	<input type="checkbox"/> (19) Medicine and health		
Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural reports	<input type="checkbox"/> (21) Literature and novels	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Divination and Feng-shui	
Education and Knowledge	<input type="checkbox"/> (26) Computers and technology	<input type="checkbox"/> (29) Education and learning (e.g., languages)	<input type="checkbox"/> (30) Political propaganda		
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in business or marketing	<input type="checkbox"/> (88) Other (please specify) _____		

C3a. On average, how many days a week do you read news on the Internet (watching the news on websites or using apps)? **If your answer for B1 is 2, please skip this question**

☐ (00) 0 day **Skip to D1a.** ☐ (01) ____ day(s)

If your answer for B1 is 2, please skip this question

C3b. On the days that you read news on the Internet (watching the news on websites or using apps), how much time do you spend on reading it a day?

____ hour (s) ____ minute(s)

If your answer for B1 is 2, please skip this question

C3c. What websites or apps do you use most frequently to read news? (You may choose more than one answer) (please show tablet)

- ☐ (24) Social media (such as Facebook and Twitter)
- ☐ (28) Messaging apps (such as Line Today and WeChat)
- ☐ (06) Yahoo! ☐ (03) appledaily.com.tw ☐ (21) ETtoday
- ☐ (07) Google ☐ (26) Integrated online news apps (such as Taiwan TV and TW News)
- ☐ (01) udn.com ☐ (02) chinatimes.com
- ☐ (04) Liberty Times Net ☐ (05) Nownews
- ☐ (08) MSN
- ☐ (17) newtalk.tw ☐ (19) The News Lens
- ☐ (09) PC Home ☐ (23) PeoPo
- ☐ (16) Civilmedia @ Taiwan ☐ (13) coolcloud.org.tw
- ☐ (22) PNN ☐ (11) lihpa.com
- ☐ (15) Environmental Information E-News ☐ (14) News&Market
- ☐ (20) Wereport ☐ (12) 4way.tw
- ☐ (10) BBS
- ☐ (25) CNN ☐ (27) The Reporter
- ☐ (88) Other (please specify) _____

D. Media Behavior (Magazines)

D1a. On average, how many days a month do you read magazines (printed magazines only)?

☐ (00) 0 day **Skip to D2a.** ☐ (01) _____ day(s)

D1b. On the days that you do read printed magazines, how much time do you spend on reading it a day?
____ hour (s) ____ minute(s)

D2a. On average, how many days a month do you read online magazines?

Skip this item if you have answered "2" to B1.

☐ (00) 0 day **Skip to D3.** ☐ (01) _____ day(s)

Skip to E1 if D1a and D2a select 0 days.

D2b. On the days that you do read online magazines, how much time do you spend on reading it a day?
____ hour (s) ____ minute(s) **Skip this item if you have answered "2" to B1.**

D3. What topics do you most often read about in magazines? (You may choose more than one answer)

(please show tablet)

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (04) Commentaries or letters to the editor	<input type="checkbox"/> (36) Political news		
Consumer, finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock market and Finance	<input type="checkbox"/> (09) Food	<input type="checkbox"/> (42) Fashion	
	<input type="checkbox"/> (45) Automobiles	<input type="checkbox"/> (50) Makeup				
Leisure and Entertainment	<input type="checkbox"/> (10) Entertainment(e.g., reality show)	<input type="checkbox"/> (12) music	<input type="checkbox"/> (43) Video games, comics			
Family, Sports, or Medicine	<input type="checkbox"/> (16) Family life	<input type="checkbox"/> (18) Sports	<input type="checkbox"/> (19) Medicine and health	<input type="checkbox"/> (44) Pets		
Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural reports	<input type="checkbox"/> (21) Literature and novels	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Divination and Feng-shui	<input type="checkbox"/> (24) Classical music	
Education and Knowledge	<input type="checkbox"/> (26) IT and Computer Science (photography)	<input type="checkbox"/> (51) Knowledge (such as science, ecology, geography, and history)	<input type="checkbox"/> (28) Academic research	<input type="checkbox"/> (29) Education and learning	<input type="checkbox"/> (30) Public Administration	<input type="checkbox"/> (31) Policy
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in business or marketing	<input type="checkbox"/> (88) Other (Please specify)_____			

E. Media Behavior (Radio)

E1. On average, how many days a week do you listen to the radio (Including: Listening online. Listening while you work on something else also counts)?

☐ (00) 0 day **Skip to F1.** ☐ (01) _____ day(s)

E2. On the days that you do listen to the radio, how much time do you spend on listening to it a day?
____ hour (s) ____ minute(s)

E3. What types of radio programs do you listen to most often? (You may choose more than one answer)

(please show tablet)

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (03) Weather forecasts	<input type="checkbox"/> (04) Commentary talk shows (e.g., call-in programs to discuss the most recent social issues)	<input type="checkbox"/> (05) Transportation and traffic
	<input type="checkbox"/> (36) Political news	<input type="checkbox"/> (47) Instant news			
Consumer, finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock market and finance	<input type="checkbox"/> (09) Food	
Leisure and Entertainment	<input type="checkbox"/> (12) Music	<input type="checkbox"/> (13) Drama (e.g., radio drama, drama unit)			
Family, Sports, or Medicine	<input type="checkbox"/> (16) Family life	<input type="checkbox"/> (17) Cartoons and children's programs	<input type="checkbox"/> (18) Sports	<input type="checkbox"/> (19) Medicine and health	
Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural reports	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Divination and Feng-shui	<input type="checkbox"/> (24) Classical music	<input type="checkbox"/> (25) Shows about traditional arts (e.g., Chinese opera, Chinese music, folk arts and performances)
Education and Knowledge	<input type="checkbox"/> (26) IT and Computer Science	<input type="checkbox"/> (51) Scientific knowledge	<input type="checkbox"/> (29) Education and learning	<input type="checkbox"/> (30) Education-related programs, Political propaganda, Public affairs	
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in business or Marketing	<input type="checkbox"/> (88) Other (Please specify) _____		

F. Media Behavior (Television)

F1. On average, how many days a week (excluding weekends) do you watch TV?

☐ (00) 0 day **Skip to F3.** ☐ (01) ____ day

F2. On the days (only weekdays) that you do watch TV, how much time do you spend on watching it a day?
____ hour (s) ____ minute(s)

F3. On average, how many days do you watch TV on a weekend (Saturday and Sunday)?

☐ (00) 0 day **Skip to F5.** ☐ (01) ____ day(s)

If you answered "0 day" for both F1 and F3, please skip to G1.

F4. On the days (only weekends) that you do watch TV, how much time do you spend on watching it a day?
____ hour (s) ____ minute(s)

F5. On average, how many days do you watch TV News in a week?

☐ (00) 0 day **Skip to F8.** ☐ (01) _____ day(s)

F6. On the days that you do watch the news on TV, how much time do you spend on watching it a day?
____ hour (s) ____ minute(s)

F7. On what TV channels do you watch the news most often? (Please select one. Please refer options on the last page.) (**please show tablet**)

F8. Which of the following types of television program did you watch most often in the past month?

(multiple choice) (please show the tablet to interviewees)

News category options will not be shown here if the answer to F5 is "0."

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (03) Weather forecasts	<input type="checkbox"/> (04) Commentary talk shows (e.g., call-in programs to discuss the most recent social issues)	<input type="checkbox"/> (05) Transportation and traffic	
	<input type="checkbox"/> (36) Political news	<input type="checkbox"/> (47) Instant news	<input type="checkbox"/> (48) Sports news			
Consumer, finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock market and finance	<input type="checkbox"/> (09) Food		
Leisure And Entertainment	<input type="checkbox"/> (10) Television programs	<input type="checkbox"/> (11) Entertainment TV shows	<input type="checkbox"/> (12) Music	<input type="checkbox"/> (13) Drama	<input type="checkbox"/> (14) Game show	<input type="checkbox"/> (15) Movie
	<input type="checkbox"/> (37) TV series	<input type="checkbox"/> (55) Dance				
Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural reports	<input type="checkbox"/> (21) Literature and novels	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Divination and Feng-shui	<input type="checkbox"/> (24) Classical music	<input type="checkbox"/> (25) Shows about traditional arts (e.g., Chinese opera, Chinese music, folk arts and performances)
Education and Knowledge	<input type="checkbox"/> (26) IT and Computer Science	<input type="checkbox"/> (51) Knowledge	<input type="checkbox"/> (28) Academic Research	<input type="checkbox"/> (29) Education and learning	<input type="checkbox"/> (30) Education-related programs, political propaganda, public affairs	<input type="checkbox"/> (31) Policy
Other	<input type="checkbox"/> (32) Classified Ads	<input type="checkbox"/> (33) Management in Marketing			<input type="checkbox"/> (88) Other (Please specify) _____	

G. Media Behavior (Drama)

G1. On average, how many days per week do you watch dramas? (Drama series, not including movies. Streaming online and watching after download is also included. Genres may include local dramas, trendy dramas, Korean dramas, Japanese dramas, and TV series.)

(00) 0 day **Skip to H1** (01) _____ day(s)

G2. On days when you watch drama series, how much time do you spend watching per day?
____ hour (s) ____ minute(s)

G3. Which genre of drama series do you most often watch? (multiple choice)

- ☐ (01) Taiwanese local drama (such as Taste of Life and Spring Flower)
- ☐ (02) Taiwanese trendy drama (such as Swimming Battle and Love by Design)
- ☐ (03) Taiwanese mini series/single-episode dramas (such as The Teenage Psychic, A Boy Named Flora A, Dai Ai Dramas, and Golden Bell Dramas)
- ☐ (04) Mainland Chinese drama (such as Eternal Love, The Mystic Nine, and Prince of Lan Ling)
- ☐ (05) Korean drama (such as Descendants of the Sun and Guardian: The Lonely and Great God)
- ☐ (06) Japanese drama (such as The Full-Time Wife Escapist and Doctor-X)
- ☐ (07) European/US drama series (such as The Walking Dead and House of Cards, not including movies)
- ☐ (88) Other (Please specify) _____

G4. How do you mostly watch these drama series?

- ☐ (01) TV (including cable, network, and satellite)
- ☐ (02) MOD (digital set-top boxes)
- ☐ (03) Internet TV on your computer **If your answer for B1 is 2, please skip this option**
- ☐ (04) Streaming platforms on your computer **If your answer for B1 is 2, please skip this option**
- ☐ (05) Internet TV on your mobile devices **If your answer for B1 is 2, please skip this option**
- ☐ (06) Streaming platforms on your mobile devices **If your answer for B1 is 2, please skip this option**
- ☐ (88) Other (Please specify) _____

G5. Do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(01)	I watch dramas because I want to know more about the meaning of life, such as what's important in my life and what I yearn for in life.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(02)	I watch dramas because I want to know more about the relationship I have with other people, such as my friends and family.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(03)	I watch dramas to make myself happy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(04)	I watch dramas so that I have something to talk about with other people.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(05)	I like dramas that make me more reflective.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(06)	For me, the best dramas are ones that are entertaining.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(07)	If I don't finish a drama series, I'll wonder what the ending is.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(08)	Every day or every week, I look forward to the newest episode of my favorite drama.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(09)	Whenever I have time, I'll start watching dramas that I haven't caught up on.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(10)	When I watch dramas, I'm completely engrossed and forget about the world around me.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(11)	When I watch dramas, I'm immersed in the plot and feel almost as if I were one of the characters.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(12)	I talk about the plots of dramas I watch with people I know.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(13)	I talk about the plots of dramas I watch with people online. If your answer for B1 is 2, please skip this question	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

H、Internet behavior **If you answered (02) to B1, please skip this set of questions.**

H1. How many days per week on average do you surf the Internet using a **computer** (excluding the usage of mobile phones and tablets; only your Internet-surfing screen time)?

☐ (00) 0 days ☐ (01) _____ days

H2. How many days per week on average do you surf the Internet using a **tablet** (only your Internet-surfing screen time)?

☐ (00) 0 days ☐ (01) _____ days

H3. How many days per week on average do you surf the Internet using a **mobile phone** (only your Internet-surfing screen time)?

☐ (00) 0 days ☐ (01) _____ days

H4. How long do you surf the Internet using the following devices per day on average? (Ask about work and leisure separately.)

	Computer	Tablet	Mobile Phone
Work or school related	<p>How long do you surf the Internet using a computer (excluding the usage of mobile phones and tablets; only including your Internet-surfing screen time) for working and learning purposes every day?</p> <p>___ hours ___ minutes</p> <p>Please skip this question if you answered (00) to H1.</p>	<p>How long do you surf the Internet using a tablet (only including your Internet-surfing screen time) for working and learning purposes every day?</p> <p>___ hours ___ minutes</p> <p>Please skip this question if you answered (00) to H2.</p>	<p>How long do you surf the Internet using a mobile phone (only including your Internet-surfing screen time) for working and learning purposes every day?</p> <p>___ hours ___ minutes</p> <p>Please skip this question if you answered (00) to H3.</p>
Not related to work or school	<p>Excluding your working and learning time online, how long do you surf the Internet using a computer (excluding the usage of mobile phones and tablets; only including your Internet-surfing screen time) for entertainment and leisure purposes every day on average?</p> <p>___ hours ___ minutes</p> <p>Please skip this question if you answered (00) to H1.</p>	<p>Excluding your working and learning time online, how long do you surf the Internet using a tablet (only including your Internet-surfing screen time) for entertainment and leisure purposes every day on average?</p> <p>___ hours ___ minutes</p> <p>Please skip this question if you answered (00) to H2.</p>	<p>Excluding your working and learning time online, how long do you surf the Internet using a mobile phone (only including your Internet-surfing screen time) for entertainment and leisure purposes every day on average?</p> <p>___ hours ___ minutes</p> <p>Please skip this question if you answered (00) to H3.</p>
Total	___ hour (s) ___ minute(s)	___ hour (s) ___ minute(s)	___ hour (s) ___ minute(s)

H5. How often do you engage in the following activities online?

		Never	Seldom	Sometimes	Often
(01)	How often do you receive and send e-mails?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(02)	How often do you search and browse information on the Internet?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(03)	How often do you transfer files online (e.g., Dropbox, Google Drive, Sugersync, OneDrive, Box.NET)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(04a)	How often do you watch videos online (e.g., YouTube MV or TV shows)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

(04b)	How often do you watch live streams? (Either by amateurs or celebrities and could be let's plays or videos of eating, such as Yahoo TV, Jesse Tang's Astrology Live Streams and Mickey Live Show)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(04c)	How often do you watch videos online using Video On Demand (such as iQiyi , Netflix, Line TV) platforms?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(05)	How often do you use dating or friendship websites or apps ? (e.g., BeeTalk 、Paktor 、iPair 、Sweetring) ?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(06)	How much money, on average, do you spend online every month? (Such as online shopping, online game-related purchases, downloading music or movies.) _____ NT dollars				

H6. What kinds of information do you search for on the Internet? (You may choose more than one answer) (please show tablet)

News	<input type="checkbox"/> (01) Local news	<input type="checkbox"/> (02) International news	<input type="checkbox"/> (03) Weather forecasts	<input type="checkbox"/> (04) Commentary talk shows	<input type="checkbox"/> (05) Transportation and traffic	<input type="checkbox"/> (34) Entertainment news		
	<input type="checkbox"/> (36) Political news	<input type="checkbox"/> (40) Sports news						
Finances and investment	<input type="checkbox"/> (06) Shopping	<input type="checkbox"/> (07) Travel	<input type="checkbox"/> (08) Stock market and finance	<input type="checkbox"/> (09) Food				
Leisure and Entertainment	<input type="checkbox"/> (10) Entertainment	<input type="checkbox"/> (11) Variety shows	<input type="checkbox"/> (12) Pop music	<input type="checkbox"/> (13) Drama (e.g., radio drama, skits or soap operas)	<input type="checkbox"/> (14) Competition (racing) programs or quiz shows	<input type="checkbox"/> (15) Movies (including TV series)	<input type="checkbox"/> (44) Celebrity trends	<input type="checkbox"/> (54) Gossip
Family, Games, Sports, Medicine	<input type="checkbox"/> (18) Sports	<input type="checkbox"/> (19) Medical issue	<input type="checkbox"/> (41) games	<input type="checkbox"/> (16) Family life				
Cartoons, Comics, Children's Programs	<input type="checkbox"/> (42) Cartoons	<input type="checkbox"/> (22) Comic books	<input type="checkbox"/> (17) children's programs					
Arts and Culture	<input type="checkbox"/> (20) Art-related or cultural events	<input type="checkbox"/> (21) Literature and novels	<input type="checkbox"/> (22) Religion	<input type="checkbox"/> (23) Astrology and divination	<input type="checkbox"/> (24) Classical music	<input type="checkbox"/> (25) Shows about traditional arts (e.g., Chinese opera, Chinese music, folk arts and performances)		
Education and Knowledge	<input type="checkbox"/> (26) IT and Computer Science	<input type="checkbox"/> (51) Knowledge	<input type="checkbox"/> (28) Academic research	<input type="checkbox"/> (29) Education and learning	<input type="checkbox"/> (30) Public affair	<input type="checkbox"/> (31) Law service		
	<input type="checkbox"/> (43) Course Information	<input type="checkbox"/> (46) Language	<input type="checkbox"/> (52) Comprehensive forums (e.g., Eyny, TED)					
Other	<input type="checkbox"/> (38) Pornography	<input type="checkbox"/> (53) Dating sites	<input type="checkbox"/> (39) Search notices	<input type="checkbox"/> (45) Friend statuses or updates	<input type="checkbox"/> (32) Job openings	<input type="checkbox"/> (57) House rental and buying	<input type="checkbox"/> (56) Digital maps	
	<input type="checkbox"/> (88) Other (please specify) _____							

HA. Multi-screen behavior

HA1. Which one of the following four activities do you most often engage in every day? (Select only one)

- ☐ (01) Watching TV **If your answer for both F1 and F3 is 0, please skip this option**
- ☐ (02) Using the Internet **Skip to HA4. If your answer for B1 is 2, please skip this option**
- ☐ (03) Reading newspapers **Skip to HA6. If your answer for C1a is 0, please skip this option**
- ☐ (04) Listening to the radio **Skip to HA7. If your answer for E1 is 0, please skip this option**

HA2. How do you usually watch TV shows?

- ☐ (01) On TV
- ☐ (02) Online **Skip to HA3b**

HA3a. Which of the following do you also do at the same time? (You may choose more than one answer)

If your answer for HA2 is 1, please skip this question

- ☐ (01) Watching TV online
- ☐ (02) Using the Internet on a computer
- ☐ (03) Using the Internet on a tablet
- ☐ (04) Using the Internet on a phone
- ☐ (05) Reading newspapers
- ☐ (06) Listening to the radio
- ☐ (07) Reading paper-based magazines
- ☐ (99) None of the above

HA3b. Which of the following do you also do at the same time? (You may choose more than one answer)

If your answer for HA2 is 01, please skip this question

- ☐ (01) Watching TV shows on TV
- ☐ (02) Using the Internet on a computer
- ☐ (03) Using the Internet on a tablet
- ☐ (04) Using the Internet on a phone
- ☐ (05) Reading newspapers
- ☐ (06) Listening to the radio
- ☐ (07) Reading paper-based magazines
- ☐ (99) None of the above

HA4. How do you usually access the Internet? **If your answer for HA1 is 01, please skip this question**

- ☐ (01) Using a computer
- ☐ (02) Using a tablet **Skip to HA5b**
- ☐ (03) Using a cellphone **Skip to HA5c**

HA5a. Which of the following do you also do at the same time? (You may choose more than one answer)

If your answer for HA1 is 01, please skip this question

- ☐ (01) Watching TV shows on TV
- ☐ (02) Using the Internet on a tablet
- ☐ (03) Using the Internet on a phone
- ☐ (04) Reading newspapers
- ☐ (05) Listening to the radio
- ☐ (06) Reading paper-based magazines
- ☐ (99) None of the above

HA5b. Which of the following do you also do at the same time? (You may choose more than one answer)

If your answer for HA1 is 01, or if your answer for HA4 is 01, please skip this question

- ☐ (01) Watching TV shows on TV
- ☐ (02) Using the Internet on a computer
- ☐ (03) Using the Internet on a phone
- ☐ (04) Reading newspapers
- ☐ (05) Listening to the radio
- ☐ (06) Reading paper-based magazines
- ☐ (99) None of the above

HA5c. Which of the following do you also do at the same time? (You may choose more than one answer)

If your answer for HA1 is 01, or if your answer for HA4 is 01 or 02, please skip this question

- ☐ (01) Watching TV shows on TV
- ☐ (02) Using the Internet on a computer
- ☐ (03) Using the Internet on a tablet
- ☐ (04) Reading newspapers
- ☐ (05) Listening to the radio
- ☐ (06) Reading paper-based magazines

HA6. Which of the following do you also do at the same time? (You may choose more than one answer)

If your answer for HA1 is 01 or 02, please skip this question

- ☐ (01) Watching TV shows on TV
- ☐ (02) Watching TV online
- ☐ (03) Using the Internet on a computer
- ☐ (04) Using the Internet on a tablet
- ☐ (05) Using the Internet on a phone
- ☐ (06) Listening to the radio
- ☐ (07) Reading paper-based magazines
- ☐ (99) None of the above

HA7. Which of the following do you also do at the same time? (You may choose more than one answer) **If**

your answer for HA1 is 01, 02 or 03, please skip this question

- ☐ (01) Watching TV shows on TV
- ☐ (02) Watching TV online
- ☐ (03) Using the Internet on a computer
- ☐ (04) Using the Internet on a tablet
- ☐ (05) Using the Internet on a phone
- ☐ (06) Reading paper-based newspaper
- ☐ (07) Reading paper-based magazines
- ☐ (99) None of the above

I. Media Evaluation

Next, we would like to ask you about your media use. Please be open and honest.

I1. How important are the following as sources of entertainment to you? (please select one)

- ☐ (01) Television **If you answered "0" to F1 and F3, please skip this question.**
- ☐ (02) Newspapers **If you answered "0" to C1a, please skip this question.**
- ☐ (03) Radio **If you answered "0" to E1, please skip this question.**
- ☐ (04) Magazines **If you answered "0" to D1a and D2a, please skip this question.**
- ☐ (05) Internet **If you answered (02) to B1, please skip this question.**
- ☐ (88) Other (please specify) _____

I2. When you want to get the latest information, which of the following media platforms do you rely on the most? (please select one)

- ☐ (01) Television **If you answered "0" to F1 and F3, please skip this question.**
- ☐ (02) Newspapers **If you answered "0" to C1a, please skip this question.**
- ☐ (03) Radio **If you answered "0" to E1, please skip this question.**
- ☐ (04) Magazines **If you answered "0" to D1 and D2, please skip this question.**
- ☐ (05) Internet **If you answered (02) to B1, please skip this question.**
- ☐ (88) Other (please specify) _____

I3. Which of the following is the most trustworthy source of information to you : the Internet, television, newspapers, radio, or magazines? (please select one)

- ☐ (01) Television **If you answered "0" to F1 and F3, please skip this question.**
- ☐ (02) Newspapers **If you answered "0" to C1a, please skip this question.**
- ☐ (03) Radio **If you answered "0" to E1, please skip this question.**
- ☐ (04) Magazines **If you answered "0" to D1 and D2, please skip this question.**
- ☐ (05) Internet **If you answered (02) to B1, please skip this question.**
- ☐ (88) Other (please specify) _____

I4. With 0 representing least credible, 100 representing the most credible, and 60 as passing, please rate the overall performance of news reporting of the following media. (please rate based on your general impressions. There are no correct answers)

- (1) Television _____ Points
- (2) Newspapers _____ Points
- (3) Radio _____ Points
- (4) Magazines _____ Points
- (5) Internet _____ Points

In the following questions, we would like to know your thoughts about the Taiwanese media. Please select the response that most closely matches what you think.

I5a. Regarding the content of news programs, what do you think is the most important problem facing the **Taiwanese news programs** today? (You may choose more than one answer) (please show tablet)

- ☐ (01) Gossip in news programs
- ☐ (02) News programs become sensationalized
- ☐ (03) News programs become commercialized
- ☐ (04) News content is homogenized (swarming)
- ☐ (05) Lack of neutrality in news reports
- ☐ (06) Every news program repeatedly reports the same news content
- ☐ (07) False news reports
- ☐ (08) too much negative report
- ☐ (09) lack of international new
- ☐ (10) not in-depth reporting
- ☐ (88) Other (please specify) _____
- ☐ (90) None of the above

I5b. Regarding the content of non-news television programs (e.g., entertainment shows, dramas, and television series), what do you think is the most important problem facing the Taiwanese **television programs** today? (You may choose more than one answer) (please show tablet)

- ☐ (01) Lack of Taiwanese-made programs
- ☐ (02) Programs violate moral standards
- ☐ (03) Excessive amounts of product placement
- ☐ (04) Rating system is not implemented strictly
- ☐ (05) Low-quality television programs
- ☐ (06) Highly similar program content
- ☐ (88) Other (please specify) _____
- ☐ (90) None of the above

J. Video games

J1a. On average, how many days in a week do you play video games (including mobile games, computer games, Facebook games, MMORPGs, VR games [that require headsets] and AR games [such as Pokémon Go])?

☐ (00) 0 day **Skip to K1** ☐ (01) _____ day(s)

J1b. On days when you play video games (including mobile games, computer games, Facebook games, MMORPGs, VR games [that require headsets] and AR games [such as Pokémon Go]), how many hours do you play per day?

____ hour(s) ____ minute(s)

J1c. Which genres of games (including mobile apps) do you usually play? (You may choose more than one answer) (please show tablet)

- ☐ (01) MMORPG
- ☐ (02) FPS
- ☐ (03) Action and adventure games
- ☐ (04) Fighting games
- ☐ (05) Puzzle or leisure games (such as Candy Crush and other mini-games on Facebook)
- ☐ (06) Racing games
- ☐ (07) Sports games
- ☐ (08) Music
- ☐ (09) Casino or gambling games
- ☐ (10) VR games (that require headsets)
- ☐ (11) AR games (such as Pokémon Go)
- ☐ (12) MOBA
- ☐ (13) Card games
- ☐ (88) Other (please specify) _____

J2. How much do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(01)	You feel addicted to certain a game.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(02)	You spend much free time on video games.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(03)	You play video games longer than intended.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(04)	You feel as though you were separated from your real-world environment when you are playing video games.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(05)	Your sense of being in the game environment stronger than your sense of being in the real world.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(06)	You often forget about the real world when you are playing video games.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(07)	Video games allow you to pretend you are someone/somewhere else.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(08)	You play video games to kill time.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(09)	You and your friends use video games as a reason to get together.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

K. Social media **If you answered "2" to B1, please skip this set of questions.**

K1. How many days per week do you use social networking sites (e.g., Facebook, twitter, YouTube)?

☐ (00) 0 day **Skip to L1a.** ☐ (01) ____ day(s)

K2. On the days when you use social networking web sites (e.g., Facebook, twitter, YouTube), for how long do you use them?

____ hour (s) ____ minute(s)

K3. Which of the following social media do you use? (You may choose more than one answer)

☐ (01) Facebook

☐ (02) YouTube

☐ (03) Twitter

☐ (04) LinkedIn

☐ (05) Google Plus+

☐ (06) Instagram

☐ (07) Weibo

☐ (08) Plurk

☐ (88) Other (please specify) _____

K4. Which of the following are reasons why you use social media (such as Facebook, Twitter and YouTube). (You may choose more than one answer)

☐ (01) To stay connected with old friends

☐ (02) To meet new friends whom I can talk to

☐ (03) To meet new friends who may be helpful to me in terms of my work or school

☐ (04) To share with my friends

☐ (05) To express my unique personality

☐ (06) To stay up-to-date on what my friends are talking about

☐ (07) To follow people I'm interested in

☐ (08) To share my thoughts on current events or trending topics

☐ (09) To escape from school or work

☐ (10) To kill time

☐ (11) For fun

☐ (12) Out of habit

☐ (13) To arrange events or set schedules

☐ (14) To get news stories

☐ (15) To learn new things

☐ (88) Other (please specify) _____

K5. How often do you do the following things?

		Never	Seldom	Sometimes	Often
(01)	How often do you share or re-post things on social media (such as Facebook)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(02)	How often do you post photos or status updates on social media (such as Facebook)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(03)	How often do you see things shared or re-posted by your friends on social media (such as Facebook)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(04)	How often do you see photos or status updates posted by your friends on social media (such as Facebook)?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(05)	When you see your friends sharing something on social media, how often do you check whether the information is real or fake?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(06)	When you interact with your friends on social media, how often do you inadvertently see information related to public issues or politics?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

K6. Of the people you stay in touch with (no matter how), how many do you stay in touch with through ways other than Facebook or Facebook Messenger? If your answers for K3 don't include 1, please skip this set of questions

		None	Some	Half	Most	All
(01)	Family	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(02)	Friends	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(03)	Co-workers/Classmates	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(04)	Acquaintances	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

K7. To what extent are your friends on Facebook friends of one another? If your answers for K3 don't include 1, please skip this set of questions

None of them are friends with one another	Very few of them are friends with one another	Some of them are friends with one another	Most of them are friends with one another	Almost all of them are friends with one another	I don't know
1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>

K8. When it comes to social issues (such as gay marriage, nuclear power plant No. 4, pension reform, or other issues that you care deeply about), how much do you think your views coincide with those of your Facebook friends? If your answers for K3 don't include 1, please skip this set of questions

I hold completely different views from all of them	I hold the same views as some of them	I hold the same views as about half of them	I hold the same views as most of them	We all share the same views	I don't know
1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>

K9. How often do you do the following things? **If your answers for K3 don't include 1, please skip this**

set of questions

		Never	Seldom	Sometimes	Often
(01)	How often do you share how you feel on Facebook?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(02)	How often do you share everyday things (such as where you are, what you are doing, what you are eating, what movies you are watching, or what songs you are listening to) on Facebook?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(03)	How often do you talk about controversial topics (such as gay marriage or nuclear power plants) on Facebook?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(04)	How often do you talk about non-controversial topics (such as PPAP, Pokémon Go or other interesting news stories) on Facebook?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(05)	How often do you respond (including likes, emojis, comments or shares) to other people's Facebook posts?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

K10. To what extent do you agree with the following statement? **If your answers for K3 don't include 1,**

please skip this set of questions

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(01)	I feel better connected to my friends through Facebook (even if it's just reading their posts or looking at their pictures).	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

K11. When you post updates or pictures on Facebook, how often, do you think, the following groups of people should respond (such as liking or commenting) to your posts? **If your answers for K3 don't**

include 1, please skip this set of questions

		Never	Seldom	Sometimes	Often
(01)	Family	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(02)	Friends	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(03)	Co-workers/Classmates	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(04)	Acquaintances	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(05)	Strangers (not Facebook friends)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

K12. When you post something on Facebook (not including sharing or re-posting someone else's posts), how many reactions (including likes, emojis, comments and shares) do you usually get from your Facebook friends? **If your answers for K3 don't include 1, please skip this set of questions**

- ☐ (01) None
☐ (02) Very few
☐ (03) Quite a few
☐ (04) A lot
☐ (05) I never post anything

L. The selective exposure, bias assimilation and group polarization effects of news media

L1a. When you are reading or watching news reports from media outlets (including news papers, online news and TV news) that are **pro pan-Blue camp**, what is the perceived quality, to you, of their reporting?

- ☐ (01) Very bad
☐ (02) Bad
☐ (03) Good
☐ (04) Very good

L1b. When you are reading or watching news reports from media outlets (including news papers, online news and TV news) that are **pro pan-Blue camp**, what is the perceived trustworthiness, to you, of their reporting?

- ☐ (01) Not trustworthy at all
☐ (02) Not very trustworthy
☐ (03) Trustworthy
☐ (04) Very trustworthy

L2a. When you are reading or watching news reports from media outlets (including news papers, online news and TV news) that are **pro pan-Blue camp**, how angry do you feel?

- | Not angry at all | | Very angry | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

L2b. When you are reading or watching news reports from media outlets (including news papers, online news and TV news) that are **pro pan-Blue camp**, how happy do you feel?

- | Not happy at all | | Very happy | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

L3a. When you are reading or watching news reports from media outlets (including news papers, online news and TV news) that are **pro pan-Green camp**, what is the perceived quality, to you, of their reporting?

- ☐ (01) Very bad
☐ (02) Bad
☐ (03) Good
☐ (04) Very good

L3b. When you are reading or watching news reports from media outlets (including news papers, online news and TV news) that are **pro pan-Green camp**, what is the perceived trustworthiness, to you, of their reporting?

- ☐ (01) Not trustworthy at all
☐ (02) Not very trustworthy
☐ (03) Trustworthy
☐ (04) Very trustworthy

L4b. When you are reading or watching news reports from media outlets (including news papers, online news and TV news) that are pro pan-Green camp, how happy do you feel?

L5. How often do you do the following things?

L6. If 0 means very cold and 100 means very warm, what score would you give to the **KMT** for how it makes you feel?

L7. If 0 means very cold and 100 means very warm, what score would you give to the **DPP** for how it makes you feel?

L8. How interested are you in politics?

- ☐ (01) Not interested at all
- ☐ (02) Not very interested
- ☐ (03) Neutral
- ☐ (04) Somewhat interested
- ☐ (05) Very interested

M. Questions related to Internet use **If your answer for B1 is 2, please skip this set of questions**

M1. To what extent do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(01)	When I buy a new computer in the future, I will install anti-virus software or try to understand how to make my computer more secure.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(02)	Computer viruses or malware may cause my computer to crash or leak out my personal information.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(03)	There is a good possibility that my computer will have malware.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(04)	My computers are often attacked by computer viruses, malware, or hackers.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(05)	I have the resources and the knowledge to make my computer more secure.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(06)	People who matter to me, such as friends and family, think that I should take measures to secure myself online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(07)	Using security protections is too much trouble.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(08)	Online safety protection is part of my regular routine.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(09)	If I adopt security measures I can make a difference in helping to secure the Internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

M2a. To what extent do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(01)	You think about using the Internet when you can't use the Internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(02)	You feel depressed, moody, or nervous when you are not on the Internet and these feelings stop once you are back online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(03)	You push disturbing thoughts about your life away by the calming world of the Internet.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(04)	I am most comfortable online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(05)	You can get to know a person better on the Internet than in person.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(06)	People accept me for who I am online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(07)	Missed class or work because I was online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(08)	I feel worthless offline, but I am someone online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(09)	Missed social event because of being online.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

N. Personal Values

N1. The following section contains some personal descriptions, how well do you think they fit you?

		Not at all	Slightly	Moderately	Mostly
(01)	You value new ideas as well as creativity, and do things your own way.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(02)	It is important to this person to be rich; to have a lot of money and expensive things.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(03)	Living in secure surroundings is important to this person; to avoid anything that might be dangerous.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(04)	It is important to this person to have a good time; to “spoil” oneself.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(05)	It is important for this people to help the people nearby; to care for their well-being	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(06)	Being very successful is important to this person; to have people recognize one’s achievements.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(07)	Adventure and taking risks are important to this person; to have an exciting life.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(08)	It is important to this person to always behave properly; to avoid doing anything people would say is wrong.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(09)	Looking after the environment is important to this person; to care for nature and save life resources.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
(10)	Tradition is important to this person; to follow the customs handed down by one’s religion or family.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

N2. To what extent do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(01)	In most ways my life is close to my ideal.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(02)	The conditions of my life are excellent.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(03)	So far I have gotten the important things I want in life.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(04)	If I could live my life over, I would change almost everything.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(05)	There are several people I trust to help solve my problems.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(06)	There are some people that I feel comfortable talking to about intimate personal problems.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(07)	When I feel lonely, there are several people I can talk to.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(08)	Interacting with people makes me want to try new things.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(09)	Interacting with people makes me interested in what people unlike me are thinking.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(10)	Talking with people makes me curious about other places in the world.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(11)	I feel good when I cooperate with others.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(12)	Family members should stick together, no matter what sacrifices are required.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(13)	I'd rather depend on myself than others.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
(14)	Winning is everything.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

N3a. The following section will enquire about your satisfaction toward certain matters.

		Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly satisfied	NA
(01)	In general, are you satisfied with your life?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	
(02)	Overall, are you satisfied or dissatisfied with your work.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
(03)	Overall, are you satisfied or dissatisfied with your social life?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
(04)	Overall, are you satisfied or dissatisfied with the current health conditions?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	
(05)	On the whole, are you satisfied with yourself?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	

N3b. Overall, are you happy or unhappy about your current life?

- ☐ (01) Very unhappy
☐ (02) Unhappy
☐ (03) Neutral
☐ (04) Happy
☐ (05) Very happy

N4. Overall, do you currently feel lonely?

- ☐ (01) Not at all lonely
☐ (02) Not very lonely
☐ (03) I have no feelings one way or the other
☐ (04) Lonely
☐ (05) Very lonely

O. Job

O1. Do you currently have a job?

- ☐ (01) I have a full-time job
- ☐ (02) I have a part-time job
- ☐ (03) I do irregular jobs (odd jobs) or I am temporarily unemployed
- ☐ (04) I work for a family business
- ☐ (05) I am currently unemployed **Skip to O4.**
- ☐ (06) I am a student or trainee **and do not work now** **Skip to O4.**
- ☐ (07) I am a student or trainee **but I am also working now**
- ☐ (08) I am retired **Skip to O4.**
- ☐ (09) I am a homemaker **and do not work now** **Skip to O4.**
- ☐ (10) I am elderly, physically or mentally disabled, or sick, and cannot work **Skip to O4.**
- ☐ (11) I am serving mandatory military service **Skip to O4.**
- ☐ (12) I am serving (R&D) alternative military service **Skip to O4.**
- ☐ (88) Other, please specify _____

O2. What is your occupation? (please show tablet)

(A) ☐ (01) Agriculture, forestry, fishery and animal husbandry

(B) Industry

- ☐ (02) Mining and quarrying
- ☐ (03) Manufacturing
- ☐ (04) Electricity and gas supply
- ☐ (05) Water supply and remediation
- ☐ (06) Construction

(C) Service

- ☐ (07) Wholesale and retail
- ☐ (08) Transportation and storage
- ☐ (09) Accommodation and food
- ☐ (10) Information and communication
- ☐ (11) Financial and insurance
- ☐ (12) Real estate
- ☐ (13) Professional, scientific, and technical services
- ☐ (14) Support services
- ☐ (15) Public administration and defense; compulsory social security
- ☐ (16) Education services
- ☐ (17) Human health and social work services
- ☐ (18) Arts, entertainment and recreation
- ☐ (19) Other services
- ☐ (88) Other (Please specify) _____

O3a. Which category does your current job belong to?

- ☐ (01) Employer
- ☐ (02) Self employed
- ☐ (03) Private sector (e.g., private schools, private enterprise)
- ☐ (04) Public sector (e.g., public schools, government organizations)
- ☐ (88) Other (please specify) _____

O3b. Do you manage subordinates at work?

- ☐ (01) Yes, _____ persons
- ☐ (02) No

O4. What is your approximate personal average monthly income (before tax)? (including salary, year-end bonuses, New Year bonuses, overtime, income from sales, self-employment income, interest on investments, rent, pensions, or living expenses provided by parents/children) (please show tablet)

- | | | |
|--|---|--|
| <input type="checkbox"/> (01) No income | <input type="checkbox"/> (02) NT\$17,000 or less | <input type="checkbox"/> (03) NT\$17,001 –NT\$22,000 |
| <input type="checkbox"/> (04) NT\$22,001 –NT\$26,000 | <input type="checkbox"/> (05) NT\$26,001–NT\$30,000 | <input type="checkbox"/> (06) NT\$30,001 –NT\$35,000 |
| <input type="checkbox"/> (07) NT\$35,001 –NT\$40,000 | <input type="checkbox"/> (08) NT\$40,001–NT\$48,000 | <input type="checkbox"/> (09) NT\$48,001 –NT\$58,000 |
| <input type="checkbox"/> (10) NT\$58,001–NT\$77,000 | <input type="checkbox"/> (11) More than NT\$77,001 | <input type="checkbox"/> (95) Rather not Answer |

News Channel List

26. TVBS	03. Beautiful Life Television
02. Formosa Television, FTV	10. Taiwan Indigenous Television, TITV
24. SET News	30. ESPN
21. ETTV News	31. Star Sports
22. CTi News	33. Hang Sang Business TV
20. Era News	34. CSTV
06. China Television, CTV	35. EFTV
04. Taiwan Television, TTV	36. FINANCE
54. NTV	37. SBN TV
15. SET Taiwan	38. Afa TV
07. Chinese Television System, CTS	39. NHK
25. TVBS-N	40. CTS IQ
23. FTV News	43. CTV MyLife
17. ETTV CH32	44. DiMO TV
08. Public Television Service, PTS	45. FTV CH7
28. Unique Satellite TV , USTV News Channel	47. PTS HiHD
16. SET City	48. TTV Finance Channel
27. EBC Financial News Channel	49. TTV
05. Da Ai Television	50. CTS EQ
29. VL Sports	52. CN HD
19. TVBS-G	56. BBC Lifestyle Channel
32. Unique Satellite TV , USTV Financial Channel	57. BBC Knowledge Channel
51. CN	58. BBC Entertainment Channel
14. GTV CH28	59. tvN
12. Videoland Television, VT	61. Fashion TV
01. CNN	62. WeTV
13. GTV CH27	63. Australia Network
42. CTV News Channel	64. TV5MONDE
18. Azio TV 、Asia Plus	65. Arirang TV
09. Good TV	66. Bloomberg TV
55. ESPN HD	67. Deutsche Welle
46. FTV CH8	68. VTV4
53. CTS MOD	69. Al Jazeera
68. BBC	70. CNBC Asia Channel
60. DaAi HD	71. Euronews
75. FOX News Channel	72. DW-TV
77. SBN MOD	73. TFC
11. Hakka Television	74. Channel NewsAsia

76. SKY NEWS HD	115. NextTV-Mixed
78. Good News TV	116. SET-Money
79. TITV	117. CTS-News
80. DaAi TV	118. CSTV-business
81. CTS-education and culture	119. udn-News
82. NIO	120. Follow Me Television
83. Nat Geo Wild HD	121. Mei Ah Movies Channel
84. Nat Geo People HD	122. LTV-Movie
85. Baby TV	123. LTV-Drama
86. MY-KIDS TV	124. Star Chinese Movies HD
87. Disney Junior	125. LTV-Movie
88. ELTV	126. Warner TV
89. LTV	127. Golden TV-Movie
90. Nickelodeon Asia	128. Star Movies HD
91. Nice Bingo	129. Fox Family Movies
92. Golden TV	130. Sundance Channel
93. ELTA TV	131. DIVA
94. Nice TV	132. FX
95. Golden TV-information	133. FOXCRIME
96. Golden TV	134. FOX
97. Golden TV-Japan	135. Universal Channel
98. BBC Earth	136. Syfy
99. Smart	137. AMC
100. ASIA TV	138. LTV-Movie
101. China-classical	139. CatchPlay
102. ASIA TV-Travel	140. CinemaWorld
103. Asia Digital Media Group	141. Comedy Central Asia
104. Asia Digital Media Group- food	142. EYE TV
105. Brvao.	143. SET-MIXED
106. TVB8	144. KLT
107. SET-drama	
108. Asia Digital Media Group-Taiwan Drama	
109. LTV-drama	
110. LTV-IDOL	
111. ELTA-drama	
112. Golden TV-drama	
113. Golden TV-drama 2	
114. EYE TV-drama	